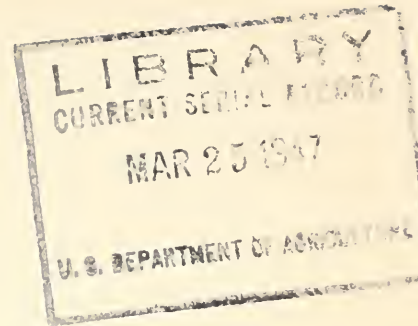


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.956
A2Y8
Reserve

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
150 Broadway
New York, 7, New York



YOUR FAMILY'S FOOD

For the Week of February 17, 1947

(Topics of the Week:
Market Facilities
Plentiful

ANNOUNCER: This is YOUR FAMILY'S FOOD.....a program in the public service presented by Station _____, in cooperation with the United States Department of Agriculture. These broadcasts are designed to keep you informed on factors affecting the family food supply.. and our studio guest today is _____, of the Production and Marketing Administration in _____.
Greetings, _____, and that's that bit of paper you have there?

FMA: Good (morning) (afternoon), _____. This is a diagram of an ideal wholesale produce market...sort of a utopian plan.

ANNOUNCER: A market? I didn't think anyone made plans for markets..... always thought they just "grewed" like Topsy.

FMA: That's just the trouble with the majority of city wholesale markets. Most of 'em have "grewed" without expanding, if you follow me.

ANNOUNCER: Sure...you mean the acreage is the same as it was when they started....

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF CHEMISTRY
JANUARY 1951
J. H. HARRIS

RECEIVED JANUARY 1951

THE UNIVERSITY OF CHICAGO

1951

1951

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

JANUARY 1951

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

JANUARY 1951

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

JANUARY 1951

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

JANUARY 1951

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

1951

THE UNIVERSITY OF CHICAGO

1951

PMA: ...Only now they're handling so much produce that there just isn't room for it all. Which reminds me...ever been to a wholesale market during the rush hour?

ANNOUNCER: Yes...that is, I don't know about the hour, but there was plenty of rush and confusion.

PMA: Confusion is an understatement, so far as wholesale markets in most larger cities are concerned. And among sufferers from this condition is the consumer.

ANNOUNCER: Perhaps a few explanations would be in order, _____. Most housewives never see a wholesale market, and might wonder just how it affects them.

PMA: The wholesale markets I have in mind are those congested areas of a few blocks into which most of the city's fresh produce supply lands with a thud. Local retailers and jobbers, as well as some out-of-town buyers then swarm into these few blocks to buy the items they want to resell to housewives. Obviously, if the marketing facilities are inadequate and inefficient, cost mounts.

ANNOUNCER: And we don't need three guesses to figure out who pays for these added costs.

PMA: The consumer, of course. But the farmer is affected, too, don't forget. These outmoded facilities cut down his cash returns. They create what the economists call a "spread" between the price the farmer receives for his produce, and the price the consumer pays.

ANNOUNCER: Yes...for years both consumers and farmers have been protesting the size of this "spread". Usually, though, it's blamed on a mysterious "middleman".

FMA: The "middleman" is an all-inclusive term, referring to anyone who handles the produce on its way from farm to table. He performs a very necessary service, since few farmers can spend their time peddling their produce personally...and few consumers can get to the farm. No, the middleman doesn't cause that price spread ---- it's the conditions under which the middleman has to work that are at fault.

ANNOUNCER: Well why is it that so many cities, with all sorts of modern conveniences and efficiencies, still have these outmoded wholesale markets?

FMA: I guess it's the nature of the business. You see, when our large cities were just villages, among the first things established was a market-place. Then, as the city grew up around the market-place, there was no room left for expansion...but by the same token, increasing amounts of produce had to flow through the market area to feed the increasing populations.

ANNOUNCER: Ah...that explains why so many wholesale markets are located on high-priced land, often rubbing elbows with business districts.

FMA: Exactly. And yet you can see how illogical that is. The people whom the market is supplying no longer live nearby --- they only work there.

ANNOUNCER: I think you could bring all this close to home by tracing a given item from farm to table.

PMA: All right, _____. Let's take oranges, since citrus fruit is coming to market in quantity now. We start with certain unavoidable costs...such as the freight charges from Florida to New Haven, Connecticut.

ANNOUNCER: Why New Haven?

PMA: Because the U. S. Department of Agriculture has just completed a thorough study of that market, and we won't need to rely on guess-work. Also, the New Haven wholesale market is perhaps a good average place to talk about, since it's neither the largest nor the smallest. Neither is it the worst example...while at the same time it's sufficiently congested and inefficient to illustrate the point we're trying to make.

ANNOUNCER: Okay...you've made a case for using New Haven, Connecticut. Let's start with the arrival of a freight-car load of oranges at the market...after we've paid the freight.

PMA: And there's your first stumbling block. The freight car can't get to the market.

ANNOUNCER: Oh, fine. What's the matter --- train wreck?

PMA: No...it's just that the present wholesale market in New Haven --- and in many other cities --- lacks direct or even spur-track rail connections.

ANNOUNCER: Hm-m-m. I detect an item of added expense cropping up already.

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

... ..

PMA: You certainly do. The oranges have got to be unloaded from the freight car, reloaded onto a truck, driven to the wholesalers' place of business, and unloaded onto his display floor ~~---~~ if he has one. Actually, the oranges would probably end up ~~---~~ temporarily, at least ~~---~~ on the sidewalk in front of his place of business.

ANNOUNCER: So if the market had direct rail connections, we could eliminate one trucking charge ~~---~~ and the loading and unloading costs connected with it.

PMA: Right you are. Well, now the carload of oranges is arriving at the wholesale house. A retail grocer comes along and buys 100 crates. But he can't back his own truck up to load them on because the other truck is still making trips from the railroad. And besides, the retail merchant left his truck in front of the place where he bought some celery, and that wholesale house is now getting a delivery of broccoli and the retailer can't get his truck out. And anyway, there are so many other small and large trucks around that it would take him three-quarters of an hour to move his truck a block.

ANNOUNCER: I'm not sure I follow you through all that. But what I want to know is: how does he get his oranges back to his store?

PMA: One way is to hire a couple of men with hand-trucks ~~---~~ you know, those two-wheeled gadgets the porters use in railroad stations ~~---~~ to carry his 100 crates over to his truck. They could handle perhaps three a trip.

The first part of the paper is devoted to a general discussion of the problem of the origin of life. It is shown that the problem is not only a scientific one, but also a philosophical one. The scientific aspect of the problem is concerned with the question of how life arose from non-living matter. The philosophical aspect is concerned with the question of whether life is a necessary consequence of the laws of nature, or whether it is a contingent event.

In the second part of the paper, the author discusses the various theories of the origin of life. These theories include the theory of spontaneous generation, the theory of biogenesis, and the theory of abiogenesis. The author shows that each of these theories has its own difficulties, and that none of them is completely satisfactory.

In the third part of the paper, the author discusses the question of the evolution of life. It is shown that the theory of evolution is a scientific theory, and that it is based on the principle of natural selection. The author also discusses the question of the origin of the first living organisms, and shows that this question is still an open one.

In the fourth part of the paper, the author discusses the question of the future of life. It is shown that there are two main possibilities: either life will continue to evolve, or it will come to an end. The author shows that the first possibility is more likely than the second, and that the future of life is therefore uncertain.

The author concludes the paper by saying that the problem of the origin of life is a very important one, and that it is one that should be studied by all scientists. He also says that the problem is a very interesting one, and that it is one that should be studied by all philosophers.

ANNOUNCER: Cuch...oranges just went up a nickel a dozen!

FMA: Sure. And don't forget. In the meantime, the wholesaler has sold varying quantities of these oranges to other retailers, who are trying to take them away. Undoubtedly the wholesaler also had some grapefruit which had arrived earlier, and people are trying to get in and out of his one narrow door to get their purchases. And everyone is in everyone else's way and trucks, horses, and people are trying to find a spot to move in, and ---

ANNOUNCER: Whoa! That's enough. It's almost unbelievable that any produce could get in and out of such a madhouse.

FMA: Frankly, I've often wondered that it does. Somehow, though, by sheer persistence, things finally get to the retail stores. But the produce has been handled so many times that not only is the cost higher than it would be otherwise, but quality has suffered. Oranges may survive the ordeal, but huge quantities of more perishable items can't take the punishment.

ANNOUNCER: Can't something be done?

FMA: Certainly. The survey of the New Haven market that I mentioned is one of a series being done by the Marketing Facilities Branch of the Production and Marketing Administration, in cooperation with local groups. These surveys reveal the exact needs, and include plans for either remodeling present facilities, or establishing a new market entirely. Of course, it will be up to local marketing officials, trade groups, and city planners to put U. S. Department of Agriculture recommendations into effect.

Journal of Management Studies, 19(6), 707-728.

ANNOUNCER: What are some of the suggestions for New Haven? They'd be a clue to the needs in other cities, too.

PMA: A new wholesale fruit, vegetable, poultry, and egg market was recommended for New Haven.

ANNOUNCER: The works, eh?

PMA: Yes...plus a new location, since the present area can't be expanded economically. The new market would have modern wholesale stores with front and rear loading platforms, direct rail connections, and adequate refrigeration. Market buildings would be located on wide streets, thus eliminating the waste of time from traffic congestion. The survey shows that such a market would result in savings of \$100,000 a year in cartage, hauling, and reduced spoilage.

ANNOUNCER: Wow...that's a lot of money.

PMA: But not fantastic by any means. Some surveys show savings up to three hundred thousand.

ANNOUNCER: But, of course, it will also cost huge sums to build new markets.

PMA: Right again. But these market improvements are long-range programs in the public interest. In fact, the Federal Works Agency has recognized that plans for new markets have a place in any public building program. For the entire United States, it's estimated that 100 million dollars could be spent economically in the erection and improvement of marketing facilities. Not only would this sum be returned in the savings we've mentioned, but the cities involved would be richer by the elimination of an

1. The first part of the paper is devoted to a general discussion of the problem.

2. The second part is devoted to a detailed analysis of the case.

3. The third part is devoted to a detailed analysis of the case.

4. The fourth part is devoted to a detailed analysis of the case.

5. The fifth part is devoted to a detailed analysis of the case.

6. The sixth part is devoted to a detailed analysis of the case.

7. The seventh part is devoted to a detailed analysis of the case.

8. The eighth part is devoted to a detailed analysis of the case.

9. The ninth part is devoted to a detailed analysis of the case.

10. The tenth part is devoted to a detailed analysis of the case.

11. The eleventh part is devoted to a detailed analysis of the case.

12. The twelfth part is devoted to a detailed analysis of the case.

13. The thirteenth part is devoted to a detailed analysis of the case.

14. The fourteenth part is devoted to a detailed analysis of the case.

15. The fifteenth part is devoted to a detailed analysis of the case.

16. The sixteenth part is devoted to a detailed analysis of the case.

17. The seventeenth part is devoted to a detailed analysis of the case.

18. The eighteenth part is devoted to a detailed analysis of the case.

19. The nineteenth part is devoted to a detailed analysis of the case.

20. The twentieth part is devoted to a detailed analysis of the case.

21. The twenty-first part is devoted to a detailed analysis of the case.

22. The twenty-second part is devoted to a detailed analysis of the case.

23. The twenty-third part is devoted to a detailed analysis of the case.

24. The twenty-fourth part is devoted to a detailed analysis of the case.

25. The twenty-fifth part is devoted to a detailed analysis of the case.

26. The twenty-sixth part is devoted to a detailed analysis of the case.

27. The twenty-seventh part is devoted to a detailed analysis of the case.

28. The twenty-eighth part is devoted to a detailed analysis of the case.

PMA: area which is congested, dangerous, smelly, noisy, and an eye-sore,
(continued)

ANNOUNCER: Golly..., there must be an adjective you've forgotten, but I can't think of one at the moment.

PMA: Well, everything I've said isn't just some little pet peeve of my own. Congress recognized this problem by enacting the Research and Marketing Act at the last session. This provides for co-operative projects in marketing services and research between Federal and State governments. And in signing that bill into law, President Truman called the efficient marketing of enough of the right kinds of food and farm products our "greatest peacetime agricultural problem."

ANNOUNCER: Meantime, though, our listeners have a problem, too --- the family's food.

PMA: I get it...you're just hinting that it's time to reveal the weekly plentiful foods list.

ANNOUNCER: That's right, _____.

PMA: I'd like to take just a minute first, though, to say a word on the coffee situation.

ANNOUNCER: Don't tell me there's something wrong with it...I must have my daily coffee quota.

PMA: Nothing wrong at all. In fact, coffee drinking has increased to a new record. Import figures for last year reveal that we averaged better than $19\frac{1}{2}$ pounds per person. Just compare that with the 12 pounds we were allowed during the rationing period of 1942 and '43.

ANNOUNCER: That must put us pretty well ahead as a coffee-drinking nation.

PMA: Well, it's expected that we'll take four-fifths of the world export supply this year.

ANNOUNCER: And that must add up to a lot of coffee.

PMA: $20\frac{1}{2}$ million bags, to be exact...at 132 pounds of coffee per bag. But now, I guess we'd better get to those plentiful foods.

ANNOUNCER: Okay...I'll start with potatoes and onions.

PMA: That's a good start. I'll add the root crops...you'll find carrots, parsnips, and turnips plentiful on all markets....and some places report good supplies of beets, too.

ANNOUNCER: My guess is that of the fruits, apples and citrus are still on the good supply side.

PMA: That's right; _____. Now the greens situation is somewhat irregular. Most markets report kale and spinach, while some have lots of collards. But you'll be sure of finding at least one of those at any market. Oh, I don't want to overlook cabbage. That's plentiful everywhere. And some markets have good supplies of broccoli. And finally, sweet potatoes are reported on most markets.

ANNOUNCER: And thanks very much for bringing us your news about the family's food. Friends, our studio guest today was _____ of the Production and Marketing Administration's office in _____.

